AMENDMENTS

Claim amendments:

1. (Currently Amended) A user interface presented by a programmable device for creating and editing a viewer profile used by the programmable device for determining programming events of interest to a viewer, the user interface comprising:

a category tool for receiving input from a user specifying predefined subject matter categories representing subject matter of interest to the viewer,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top-level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and

wherein said category tool is responsive to user navigation commands to provide navigation among said predefined categories in accordance with said hierarchy; ~~and~~

a qualified keyword tool for receiving input from a user associating a keyword supplied by the user with a specific category of the category hierarchy to indicate that the keyword describes subject matter of interest to the viewer only when that subject matter is also described by the category associated with the qualified keyword; and

an alert time in advance tool for receiving input from a user specifying, for programming events determined to be of interest using said viewer profile, an amount of time prior to a programming event that an alert for the programming event is to be provided to the viewer.

2. (Previously Presented) The user interface claimed in claim 1, wherein said user interface further comprises a keyword tool for receiving input from a user specifying keywords representing subject matter of interest to the viewer.

3. (Previously Presented) The user interface claimed in claim 2, wherein said input received by said keyword tool comprises keyword preference scores indicating an amount of viewer interest in subject matter represented by a specified keyword.

4. (Previously Presented) The user interface claimed in claim 1, wherein said input received by said category tool comprises category preference scores indicating an amount of viewer interest in subject matter represented by a specified predefined category.

5. (Canceled)

6. (Previously Presented) The user interface claimed in claim 1, wherein said qualified keyword tool further receives input comprising qualified keyword preference scores indicating an amount of viewer interest in subject matter represented by specified qualified keyword.

7. (Previously Presented) The user interface claimed in claim 4, wherein said user interface is a graphical user interface and said user interface comprises a sliding bar for indicating a category preference score associated with a specified category.

8. (Previously Presented) The user interface claimed in claim 1, further comprising a priority tool for receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

9. (Previously Presented) The user interface claimed in claim 1, further comprising an alerts per time period tool for receiving input from a user specifying a maximum number of alerts to be generated within a given time period using said viewer profile.

10. (Canceled)

11. (Previously Presented) The user interface claimed in claim 1, further comprising a profile activation time tool for receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

12. (Currently Amended) A method for creating a viewer profile used for determining programming events of interest to a viewer, comprising:

receiving user navigation commands for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and wherein said navigation is performed in accordance with said hierarchy, and

wherein said navigation is performed in accordance with said hierarchy;

receiving input from the user indicating that a predefined category of the hierarchy to which the user has navigated using said navigation commands is to be added to or deleted from a viewer profile that represents subject matter of interest to the viewer;

receiving qualified keyword input from the user associating a keyword supplied by the user with a specific category of the category hierarchy to indicate that the keyword describes subject matter of interest to the viewer only when that subject matter is also described by the category associated with the qualified keyword; ~~and~~

storing data representing a plurality of categories indicated by the user as representing subject matter of interest to the viewer and qualified keywords specified by the user in the viewer profile in a computer readable medium; and

receiving input from a user specifying, for programming events determined to be of interest using said viewer profile, an amount of time prior to a programming event that an alert for the programming event is to be provided to the viewer.

13. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

14. (Previously Presented) The method claimed in claim 13, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

15. (Canceled)

16. (Previously Presented) The method claimed in claim 12, wherein said input indicating that a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the category.

17. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

18. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

19. (Canceled)

20. (Previously Presented) The method claimed in claim 12, further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

21. (Currently Amended) A programmable device for determining programming events of interest to a viewer, the device comprising a computer readable medium storing programming code to control the device to perform processing comprising:

receiving user navigation commands for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and wherein said navigation is performed in accordance with said hierarchy, and

wherein said navigation is performed in accordance with said hierarchy;

receiving input from the user indicating that a predefined category of the hierarchy to which the user has navigated using said navigation commands is to be added to or deleted from a viewer profile that represents subject matter of interest to the viewer;

receiving input from a user associating a keyword supplied by the user with a specific category of the category hierarchy to indicate that the keyword describes subject matter of interest to the viewer only when that subject matter is also described by the category associated with the qualified keyword;

receiving input from a user specifying, for programming events determined to be of interest using said viewer profile, an amount of time prior to

a programming event that an alert for the programming event is to be provided to the viewer; and

storing data representing a plurality of categories indicated by the user as representing subject matter of interest to the viewer and qualified keywords specified by the user in the viewer profile, and said amount of time, in a computer readable medium.

22. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

23. (Previously Presented) The device claimed in claim 22, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

24. (Canceled)

25. (Previously Presented) The device claimed in claim 21, wherein said input indicating that a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the category.

26. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

27. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

28. (Canceled)

29. (Previously Presented) The device claimed in claim 21, said processing further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

Claims 30-35 (Canceled)